



# POSITION ANNOUNCEMENT

Deputy Director,  
Communications &  
Media Relations

Health Insurance when you need it.



[coveredca.com](https://coveredca.com)

# About Covered California



Covered California is an independent state agency with a mission to increase the number of insured Californians, improve health care quality, lower costs and reduce health disparities through a competitive marketplace that ensures access to affordable, high-quality care. Covered California is the only place where eligible individuals and families can purchase comprehensive, brand-name health insurance with financial help under the Affordable Care Act (ACA). Covered California also serves as the state’s small business health insurance exchange under the ACA.



## As the largest state ACA

Covered California has helped more than five million people obtain health coverage and serves as a proving ground to inform state and national policy and is a model for effective marketplace practices.



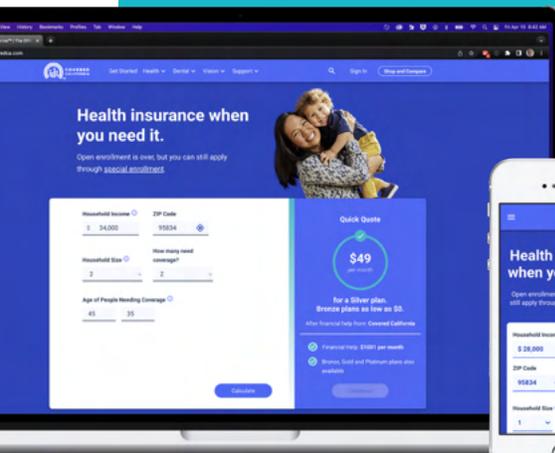
## Covered California is a dynamic organization of over 1,400 employees

who are mission-driven and committed to public service, innovation and a culture of agility. Covered California responds rapidly to change and the ongoing need for bold action to improve access to quality affordable health care for all.



## The Agency is deeply committed to diversity, equity, and inclusion (DEI)

which serves as a foundation to its efforts to improve the health and experience of its consumers and to support a workforce that reflects the people it serves. Covered California has adopted a comprehensive DEI policy and roadmap which includes goals, activities, metrics for measuring success and a timeline for implementation.



<https://www.coveredca.com/>



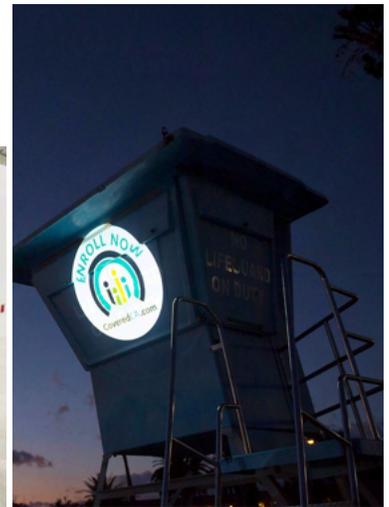
As it approaches its first decade of operation and welcomes its new **Executive Director, Jessica Altman**, Covered California continues its legacy of leadership in consumer centricity, coverage affordability, quality of care, and organizational excellence. Covered California operates in a dynamic federal and state environment and holds a position as a national leader in promoting affordability of health care, improving quality, and advancing health equity.

Covered California is governed by a five-member board appointed by Governor Newsom and the State Legislature. The entire annual budget is funded through an assessment fee on health plan premiums. Covered California’s Fiscal Year 2021-22 operating budget is \$403.3 million.

A permanently hybrid organization with a well-developed telework policy, Covered California employees may elect to work from their home offices, the Sacramento “Expo” office and other offices located in Fresno, Oakland, or Los Angeles according to individually negotiated schedules. The Deputy Director is expected to work on-site at the Expo office on an as-needed basis.

# The Position

Reporting to the Director of Communications & External Affairs, the Deputy Director of Communications & Media Relations is the key media and public relations advisor to the Executive Director and senior leadership team, and the lead organizational spokesperson.



## The Deputy Director Leads and Directs

The Deputy Director leads and directs a team of 19 employees to guide proactive media relations to general market and ethnic news outlets and channels; develop, maintain and optimize Covered California's owned media; produce high quality video and print materials; support senior leadership with executive writing; and create a monthly employee newsletter. The Deputy Director manages the relationship with Covered California's public relations agency.

As a leader in the Communications

& External Affairs division, the Deputy Director partners with colleagues in external affairs to craft earned and owned media efforts which complement and enhance the work of external relations with state and federal policy makers and other stakeholders.

The Deputy Director collaborates with a myriad of other internal partners, including marketing, sales & outreach and the policy division to effectively inform the work of the communications & media relations team, and integrate their earned

and owned media work with the paid and owned media operations led by other divisions. The Deputy Director provides ongoing advice and counsel to colleagues across the organization regarding media related strategy, branded website design and content, and internal communications.

# Key Priorities



## Educate

Educate consumers, health partners and other influential leaders about the value of health coverage and the financial help available to make health insurance accessible and affordable to Californians from all backgrounds and all corners of the state;

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## Impactful messaging

Create and successfully deliver effective messages that motivate all Californians to get and stay covered, with a focus on leveraging Latino, Asian American & Pacific Islander and African American media, to reach all diverse communities;

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## Champion a team culture

Champion a team culture that advances professional development, innovation, creativity, transparency and accountability, and embraces its role to support other divisions and internal customers;

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## Media relations

Ensure that Covered California has a favorable and influential media presence through strong and productive relationships with all general and ethnic media outlets and channels including, TV, radio, on-line and print in California, and key national newsrooms and editorial boards;

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## Website

Set strategy and guide the execution of the highest quality content and user experience for [CoveredCA.com](https://CoveredCA.com);

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## Collaborate

Collaborate with External Affairs to cultivate and maintain relationships with strategic business partners, health care stakeholders, and those most connected to Covered California's targeted audience in order to amplify Covered California's messaging through diverse voices;

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## Multi-media production

Oversee and guide the use of multi-media and video capabilities to support Covered California's earned media, news Twitter, [CoveredCA.com](https://CoveredCA.com); event production and employee newsletter.

# Key Responsibilities



## Leadership

Serve as the leader of Covered California's communications & media relations and website teams, fostering a positive and inclusive experience for all team members, and developing individual and team capabilities to effectively deliver on strategic priorities and initiatives;



## Strategic planning

In conjunction with the Director of Communications & External Affairs and Covered California's public relations agency, develop the overall health care communications program and media relations strategy that aligns to the broader organization and effectively reaches targeted general market and ethnic audiences;



## Oversee execution

Recommend to the Executive Director and senior leadership team the communications program and media relations strategy, and serve as their primary guide in its execution;



## Spokesperson

Serve as the lead organizational spokesperson and as a thought partner and advisor to others in their role as spokespeople for Covered California;



## Supervise

Supervise internal team of 19 including interviewing, hiring and training employees; planning, assigning and directing work, motivating, rewarding and coaching employees; and addressing complaints and resolving problems;



## Planning and budgeting

Plan and prepare the communications & media relations and website teams' portion of the Communications & External Affairs Division annual budget recommendation;



## Oversee Open Enrollment campaign

Direct the earned media effort for Covered California's Annual Open Enrollment campaign, managing those aspects handled in-house and those delegated to Covered California's public relations agency; and



## Metrics and reporting

Develop, utilize and report on key metrics to ascertain if media and communications efforts are effective; and create an evaluation plan which will inform future investments of time, talent and resources;

# The Ideal Candidate

The ideal candidate is highly motivated to support the mission of Covered California to increase the number of insured Californians, improve health care quality, lower costs and reduce health disparities through a competitive marketplace that ensures access to affordable, high-quality care.

This leader is a seasoned communicator themselves and will bring their media relations expertise and deep understanding of California media landscape to the Deputy Director position. They understand how to blend traditional media relations with cutting edge video, social media, online and owned content, and to effectively leverage all channels to reinforce Covered California's brand and promote the value of the marketplace for consumers.



## Attributes

- Be a strategic, adaptive and creative thinker;
- Promote and model a culture of inclusion and collaboration;
- Outstanding writer and editor of all types of content;
- Strong analytic skills to assess the most effective communications strategies and messages in which to invest;
- Appreciate the value of iterative processes;
- Inspire teams and catalyze continuous improvement and high performance, even in the face of difficulty and competing priorities;
- Feel at home in a fast-paced and dynamic environment;
- Results-oriented with a bias towards action and strong follow-through;
- Rapidly acquires knowledge and exercises good judgment even when information is incomplete or ambiguous;
- Politically astute and tactful, attentive to the perspectives and competing interests of various internal and external stakeholders; and
- Language skills for working in California's linguistically and culturally diverse communities, a plus.



## Experience

- At least ten years of communications and media relations experience, with five years of leadership experience managing day-to-day operations of in-house or agency communications function with a professional team of direct reports;
- Track-record in successfully designing, implementing and evaluating comprehensive communications and media relations efforts including: brand and reputation management, corporate communications, digital presence and analytics, media event effectiveness, collateral materials and internal communications;
- Deep understanding of and appreciation for the ethnic, cultural, geographic and socio-economic diversity of Californians; the myriad of ways that consumers access news and information; and the broad range of media outlets that serve diverse communities;
- Demonstrated ability to provide leadership to a team, mentor and grow the capabilities of staff, and promote a collaborative work environment that welcomes and promotes diversity;
- Track-record of promoting and nurturing collaboration across an organization and within a team;
- Basic understanding of the policy issues associated with the health insurance market and the coverage issues relevant to individuals and employers, a plus; and
- Track-record of collaborating with public and private health care organizations, stakeholder groups and other interested parties concerned with health care issues, a plus.



## Education

- Bachelor's Degree from an accredited college or university in communications, public relations, journalism, marketing, business or a related field.

For the full job description, click [HERE](#)



## Compensation & Benefits

**Salary:** The broad salary band for this role is approximately \$148,000-\$231,000 per year and the starting salary offer will depend on experience.

**Comprehensive Benefit Package** including, but not limited to the following:

### Health Benefits *(employee and dependents)*

Health, dental and vision insurance with employer paid contributions to monthly premiums (wide range of PPO and HMO health plans available)

Flex Elect Reimbursement accounts that allow employee to save money pre-tax for medical and dependent care expenses. [Reimbursement Accounts - CalHR](#)

Life Insurance – Employer paid policy with \$50,000 in coverage. [Basic Group Term Life Insurance for Excluded Employees - CalHR](#)

Long-Term Disability Insurance - voluntary insurance plan that is available to eligible state employees at the Deputy Director's level. [Group Long-Term Disability Insurance \(LTD\)– Excluded Employees Only - CalHR](#)

### Retirement and Savings

Retirement – Covered California employees are eligible for a CalPERS defined benefit retirement plan. Benefits are based on a formula - not what employees contribute into the system. A minimum of 5 years of service is required to be eligible for a lifetime benefit. [CalPERS Retirement Information](#)

Savings Plus Program (401k and 457) – Offers additional methods to build retirement savings through pre-tax automatic payroll deductions which are invested in funds selected by the employee from the Savings Plus portfolio menu. [Savings Plus - CalHR](#)

### Work Life Services

Employee Assistance Plan (EAP) – Access to a free Employee Assistance program for employee and eligible dependents that provides support and information, assessment, short-term counseling, and referral services designed to provide the employee and family with assistance in managing life difficulties and everyday concerns. [Employee Assistance Program \(ca.gov\)](#)

Covered Parking - **Free**

Onsite Fitness Center – **Free unlimited access**

### Paid Leave and Time Off

Employees have a variety of options to select from, which include annual leave, vacation and sick time. Managers and Supervisors accrue hours of paid leave per month, depending on their length of service and which program the employee elects to participate in. [Leave Benefits \(ca.gov\)](#)

In addition, employees at the Deputy Director's level will receive 11 paid holidays, two professional development days and one personal holiday per year.

# Apply

Covered California is partnering with Justus McGinity Executive Search for this recruitment. To apply for this opportunity, send your cover letter and resume to Julie Justus McGinity, Principal, Justus McGinity Executive Search at [CCAIComms@gmail.com](mailto:CCAIComms@gmail.com). Interested candidates are encouraged to submit materials promptly. Application materials will be accepted until the position is filled. Only candidates who move beyond the review of submitted materials will be contacted.

The approximate timeline for the recruitment is as follows:

<b>Presentation of Candidates:</b>	Late May
<b>Round One Interviews:</b>	Early June
<b>Round Two Interviews:</b>	Mid June
<b>Targeted Date of Offer:</b>	July 1, 2022

## Equal Opportunity Employer

Covered California is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation.